

A really dangerous man tries to avoid trouble; he has been in it before, and knows that trouble is disagreeable.—E. W. Howe.

Honolulu Star-Bulletin

HONOLULU STAR-BULLETIN, MONDAY, JANUARY 3, 1916.

SPORTS, CLASSIFIED AND SHIPPING SECTION

NINE

SINKING OF PERSIA WAS DELIBERATE DEED, SAY SURVIVORS OF TRAGEDY

U. S. Consul McNeely Last Seen Struggling for Life in Water

LINER SANK IN FIVE MINUTES AFTER ATTACK

Diplomatic Relations Near a Break; Austrian Envoy Believes Can Be Adjusted

[Associated Press by Federal Wireles] WASHINGTON, D. C., Jan. 3.—The sinking of the P. & O. liner Persia, in the Mediterranean by a submarine of unknown nationality, has produced a situation here graver by far than any which has arisen since the outbreak of the war in Europe.

The government officials appear to be weary of repeated broken promises from Berlin and Vienna, and to have reached the extreme end of their patience. The breaking point seems closer now than ever before. Indeed it is impossible to overstate the exceeding gravity of the situation created by this latest incident in the European war involving the United States.

Such at least is the impression to be gathered from prominent officials of the state department. "We have reached the end of our rope," one of them said today.

U. S. Consul Believed Drowned. That Americans were drowned when the submarine deliberately torpedoed the unarmed and defenseless craft is now beyond all doubt. Consul Garrels, at Alexandria, yesterday cabled to the state department that Consul Robert McNeely was last seen struggling in the water, following the sinking of the Persia, and that it is certain he is dead.

Consul Garrels adds that none of the survivors who have been interviewed saw the submarine which attacked the liner and sent her to the bottom, but that one of the officers of the ship reports having seen the wake of the torpedo just before the explosion, and cried out the alarm even before the ship was struck.

The Persia sank in five minutes, according to despatches from London, and the fact that the ship remained above water such a short time shows that there was little opportunity offered to save any of those who were below at the time of the disaster.

Americans Among Saved. Among those who were rescued, however, was Charles H. Grant of Boston. He cabled from Alexandria yesterday to friends in Medford, Massachusetts, that both he and his sister had been rescued and were well. Grant was among the 59 passengers and 94 members of the crew picked up and carried to Alexandria.

Reuter's despatches from Cairo report that the steamer was struck on the port side amidships by the torpedo. The explosion was at 10 minutes past 1 o'clock in the afternoon and the ship had disappeared at a quarter past one, or five minutes later. "It is a miracle," the despatch con-

tinues, "that any of the passengers were saved."

The discipline on board the steamer was good, the report says. Among the survivors are eight British military officers on their way to join the forces in Egypt. They were pulled out of the sea after the ship went down.

One of the boats reported that the captain of the Persia was seen after the sinking of his steamer, swimming about in the water, but efforts to reach him proved vain and he sank before help could get to him.

Austria Will "Investigate," Says Charge D'Affaires. Charge d'affaires Zwiernick, representing the Austrian government, and now in charge of the Vienna embassy, yesterday attempted to assure officials of the state department that "Vienna will satisfactorily adjust the matter of the sinking of the Persia, if it is developed by the investigation, which certainly will be ordered, that an Austrian submarine sank the ship."

"It is certainly true, if this should prove to be the case, that the captain disobeyed his instructions, and there is no doubt that he will be severely punished. I expect to see Secretary Lansing myself tomorrow," said the Charge.

Authoritative statements cabled from Vienna yesterday declared that Austro-Hungarian and German submarines operating in the Mediterranean, during the six weeks ending November 30, destroyed eight troop ships, 25 transports and 34 merchant vessels, with a total tonnage of 225,325. The loss of lives in this underwater campaign, says the despatch, totals more than 5000, most of whom were soldiers.

PLOTTER ATTEMPTS TO BLOW UP FAMOUS BOSTON STATE HOUSE

[Associated Press by Federal Wireles] BOSTON, Mass., Jan. 2.—The failure of a tarred rope fuse to burn saved the historic State House from material damage on New Year's night. Yesterday morning, a scrub woman, at work at the State House, discovered a heavy package attached to the knob of one of the basement doors. Investigation showing this to be a strongly charged bomb, to which a tarred rope fuse was attached. The fuse was charred on the end, showing that it had been lit, but had failed to burn.

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FIRE DEVASTATES VIRGINIA TOWN

[Associated Press by Federal Wireles] RICHMOND, Virginia, Jan. 3.—Despatches from Gordonsville, Va., last night reported that fire had swept away a large part of that town, and that the flames were still raging. Details are lacking regarding the extent of the conflagration, but it is known that most of the business district has been destroyed, and that the property damage is heavy. So far no loss of life has been reported.

TERRIFIC WIND AND RAIN STORM SWEEPS 'FRISCO

City Streets Dangerous to Pedestrians From Falling Debris; One Man Killed

[Associated Press by Federal Wireles] SAN FRANCISCO, Cal., Jan. 3.—San Francisco and all of this section of California has been in the grip of the fiercest storm that has been recorded during the last 27 years. Old men say that nothing like the tremendous velocity of the wind during the past 24 hours has ever been seen in the city.

At Point Reyes the velocity is officially reported to have reached more than 75 miles an hour. The barometer is still falling and the weather wise declare that the worst of the gale is yet to come.

Throughout the city the streets have been almost impassable owing to the sheets of rain driven like hailstones in the faces of pedestrians, and the air has been filled at times with bits of flying glass from windows smashed by the force of the hurricane. Hundreds of windows in various parts of the city were broken.

One man, standing on the corner of a street waiting for a car, was killed by a falling sign, blown from its iron clamps by the gale.

In another part of the city a house collapsed under the pressure of the wind and rain, but the occupants managed to escape without injuries.

From up and down the coast come reports of fearful weather, and of vessels struggling with the storm.

LYNCHINGS GROWING MORE FREQUENT IN U. S. GEORGIA HOLDS RECORD

[Associated Press by Federal Wireles] MONTGOMERY, Ala., Jan. 2.—The statistician's office at the Tuskegee Institute, where records of all events affecting the negro race in America are kept, announced yesterday that the lynching record in the United States appears to be growing worse. During 1915 there were 69 negroes killed by lynchings, 17 more than during the preceding year.

Georgia leads in the infamy records, there having been 18 lynchings in that state alone.

AMERICAN SCHOONER DESTROYED BY FIRE

SAN JUAN, Porto Rico, Jan. 2.—The American schooner Forest City, Captain Allen, was burned at her dock here yesterday and totally destroyed. The schooner has been 20 days in port, after having completed a voyage of extended hardships from a West African port, the schooner having been 71 days on the way. When she reached here on the 13th, the members of the crew were in a bad way, 11 of them being down with beriberi.

CARRANZA PLANS TO LEAD ARMY INTO CAPITAL

[Associated Press by Federal Wireles] EL PASO, Tex., Jan. 2.—Provisional President Carranza is planning to call his leading generals into conference at an early date to make the arrangements for a state entry into the City of Mexico. Carranza plans to ride in at the head of his army, accompanied by all his cabinet ministers.

Obregon has left for Chihuahua to confer with Trevino. It was announced yesterday that the American Smelting Company's mine and plants and those of the Madero companies are soon to start up. These companies carry 1200 men on their payrolls.

JUSTICE LAMAR DIES FROM HEART FAILURE

[Associated Press by Federal Wireles] WASHINGTON, D. C., Jan. 3.—Joseph R. Lamar, associate justice of the United States supreme court, died at his home here last night from heart failure, superinduced by pulmonary inflammation. Justice Lamar was 58 years old, and had been ill for several months. Physicians had been beside him for several hours, attempting in vain to ward off death. The end was peaceful.

Associate Justice Joseph Rucker Lamar had the distinction of being one of the few members of the court appointed by a President of opposite political faith. President Taft appointed him in 1910, with only two precedents for such action, those of Justices Jackson and Lurton.

Justice Lamar was born in Ruckersville, Elbert county, Georgia, October 14, 1857. He attended the University of Georgia and later Bethany College, where he was graduated in 1877. He attended the law school at Washington and Lee University, and was admitted to the bar at Augusta, Georgia, in 1878. He lived in Augusta until appointed to the supreme court bench.

Coming from distinguished southern stock, he was one of the few men whose family had previously had a representative on the bench. The justice was a cousin to Associate Justice L. Q. C. Lamar of Mississippi, who served on the bench from 1888 to 1893.

MERCED COVERED WITH THIN MANTLE OF SNOW

[Associated Press by Federal Wireles] SAN FRANCISCO, Cal., Jan. 2.—For the first time since 1888, snow is falling in Merced, while there is four inches of "the beautiful" on the slopes of Mount Tamalpais.

'QUAKE SHAKES SEATTLE

SEATTLE, Wash., Jan. 2.—An earthquake which was felt throughout the entire state of Washington was experienced yesterday. There was no damage done.

IN WAR ARENA

LUXEMBURGERS PLAN TO ASSERT RIGHTS

PARIS, France, Jan. 2.—In order to make it plain that the will of the people and not the personal desire of the Grand Duchess Marie is law in the Grand Duchy, the Association of Domestic Sciences of Luxembourg will conduct a demonstration in the City of Luxembourg today, according to reports that have reached here.

The program includes a march past the palace of the Grand Duchess, to demonstrate to her that the people rule and that her personal orders forbidding parades are ineffective.

LIMITED CONSCRIPTION FOR BRITONS MAY BE TRIED.

LONDON, Eng., Jan. 2.—The Derby plan for securing recruits for the army through limited conscription is to be tried out and it is probable that a call for all unmarried men, between 24 and 27 years of age, to join the colors before February 1 will be issued.

Today is to be a day of prayers for victory for the British cause in all the churches of the Kingdom, a special prayer for the intercession of the Almighty in the great conflict having been prepared for use in all the Episcopal churches, to be delivered at each service.

Rumors that Hon. Walter Runciman and Hon. Reginald McKenna are to resign from the cabinet because of the decision to enforce a form of conscription have not been confirmed and it is believed now that both ministers will remain with their colleagues. The resignation which has already been presented to Premier Asquith by Sir J. A. Hamon, secretary for home affairs, has not as yet been acted upon and is being held in abeyance.

GREEK GENERAL HAS NARROW ESCAPE FROM TEUTON BOMBS.

ATHENS, Greece, Jan. 2.—In one of the recent air raids made against the Allies at Saloniki by Teutonic aviators, the airman dropped their bombs indiscriminately upon Greeks and Allies alike.

One of the missiles struck close to Gen. Zimbrakatis, one of the high officers of the Greek army, and the resultant explosion nearly killed him, his escape from the fragments of steel which hurtled all about him being almost miraculous.

MANY OFFICERS DIE WHEN NATAL GOES DOWN.

LONDON, Eng., Jan. 2.—Two captains of the British navy, 15 other commissioned officers and nine warrant officers were killed by the explosion that destroyed the armored cruiser Natal on Thursday. The two captains were Aso Sweet and Eric Back.

CONSCRIPTION MAY REND BRITISH CABINET.

LONDON, Eng., Jan. 3.—The cabinet crisis over the conscription measure, which will be introduced in parliament on Wednesday by Premier Asquith, continues acute. It is now regarded as certain that Ireland will not be exempted in the provisions of the measure, and there is some fear of the results when attempts are made to enforce the bill.

The split in the cabinet appears to have healed somewhat, although it is asserted that Sir John Simon, formerly attorney-general in the old Liberal cabinet, who has held a subordinate post since the coalition cabinet was formed, will resign as soon as the measure is presented to the house of commons.

Statements to this effect were printed in the London Chronicle yesterday morning. The announcement says that Sir John is retiring "for his conscience's sake."

TEUTON ATTACK ON ALLIES' LINES AT SALONIKI SOON.

BERLIN, Germany, Jan. 3.—The combined Austrian and German forces now in Serbia, just across the frontier from Greece, have received orders to prepare for an attack on the British and French lines around Salmiki. This information is contained in a special printed by the Morgen Post, which was passed by the official censor. No details of the proposed assault are given.

PRESIDENT AND BRIDE HOLD FIRST RECEPTION

[Associated Press by Federal Wireles] HOT SPRINGS, Va., Jan. 2.—President and Mrs. Wilson held a New Years reception yesterday in the parlor of their hotel here, the President shaking hands with each of the 500 guests who called and presenting each to his bride. Following the formal reception, Mrs. Wilson presided over the tea table, assisted by some of the other brides honeymooning here.

The President and Mrs. Wilson spent the morning in motoring, golfing and hiking, each in a drizzling rain. Although in receipt of a number of messages from Washington, over his direct private wire, regarding the torpedoing and sinking on Thursday of the British liner Persia by an Austrian submarine, the President declined to express any opinion regarding the incident, pending the fullest particulars.

Fire destroyed the furniture factory of Lineberry Brothers, at Galax, Va. The loss is estimated at \$30,000.

FORD OPTIMISTIC; SAYS HIS MISSION WILL BE SUCCESS

Declares People in Europe Are to Blame for Continuation of War

[Associated Press by Federal Wireles] NEW YORK, N. Y., Jan. 3.—Henry Ford has changed his mind and has admitted it. He no longer blames the makers of munitions and armament for the devastation of grim war. Instead he believes that it is the people themselves who are to blame, "because they permit others to do their thinking for them."

When he finally landed from the steamer Bergensford the maker of automobiles and peace proffers to powerful potentates, admitted that he is tired from the buffeting that his ship received, but he refused to confess that the treatment of his plan for getting the soldiers out of the trenches by Christmas received abroad, had anything to do with his decision to abandon his self-starting peace party in Sweden, and return home. Rather, he insisted that ill-health was the cause.

"I have been forced to change my mind about some things," Mr. Ford said seriously to the swarm of reporters from the big New York dailies and the news agencies who assembled to interview him yesterday. "I have come to the conclusion that I was wrong when I said that war is kept alive by the makers of armament and munitions. That is not the case. War is kept from dying by the refusal on the part of the people generally to do their own thinking. They allow others to think for them and these lead the people into war. That, I think, has been demonstrated more clearly than ever in the European struggle."

"Nor can the people of republics point the finger of scorn at those who live in monarchies. Republicans or monarchists—it is all the same—the people will not think."

"I have no doubt in the ultimate success of the mission I was instrumental in starting. Rather the reverse, and I am willing to prove my faith by chartering another peace ship and starting back to Europe myself, if it is shown that such a step would do the least good."

PACIFICISTS GIVEN WARM RECEPTION BY DANES.

NEW YORK, N. Y., Jan. 2.—Word received from Copenhagen last night state that the Ford party is receiving a warm welcome in the Danish capital, although everything that is being done is of a private nature and no officials are taking part. At a reception yesterday addresses outlining the scope of the peace mission and stating the plans and hopes of the delegates were made by Judge Ben Lindsay and Rev. Jenkin Lloyd Jones of Chicago.

Mines Frighten Them.

Although the party was joined at Stockholm by some delegates, including Mayor Lindhagen of the Swedish capital, the party is losing numbers rather rapidly. Nearly a third of the number of those who reached Copenhagen yesterday have announced their intention of leaving, being afraid to make the trip to The Hague because of the danger from mines. These deserters are, for the most part, students.

This cuts down the party to an even 100, who announce their intention of proceeding with their itinerary despite all risks and obstacles. The party is already six days late in reaching here and will be much longer reaching The Hague than had been anticipated. Because of the dangers afloat their ship will sail only during the daylight hours, making port at night.

SPALDING'S ADOPTED SON TO FIGHT WILL

[Associated Press by Federal Wireles] SAN DIEGO, Cal., Jan. 2.—An attempt to break the will of the late Albert G. Spalding, through which Katherine Tingley and her neosocialist institution benefit largely, is to be made by Albert Goodwill Spalding, Jr., the adopted son of the dead millionaire. The initial papers in the suit against the Purple Mother were filed yesterday.

These papers claim that a conspiracy between the widow of the millionaire and Mrs. Tingley was entered into to secure the devising of the estate as the conspirators desired. It is alleged that it was morally impossible for the late A. G. Spalding to detach himself from the Theosophical Society, as the conspiracy against him and the other heirs was entered into as far back as 1911.

A. G. Spalding, Jr., claims that the news of the serious illness of his foster father was purposely kept from him in order that he might not attempt to see him before he died.

HUERTA UNDERGOES DANGEROUS OPERATION; REPORTED NEAR DEATH

[Associated Press by Federal Wireles] EL PASO, Tex., Jan. 3.—Gen. Victoriano Huerta, one time president and dictator of Mexico, was operated upon for gall stone here last night, and was reported to be on the verge of death, so serious was his condition. But little hope of his recovery is held out by the surgeons on the case.

YUAN FORMALLY ACCEPTS TITLE AS NEW EMPEROR

Ascends Throne and Receives Foreign Diplomats at New Year Function

[Associated Press by Federal Wireles] PEKING, China, Jan. 3.—As Emperor Hung Hui, former President Yuan Shih-Kai entered the ancient throne room of the Manchus and took his seat on the throne at the New Year's reception to foreign diplomats and government officials. He also used the "imperial Yellow Chair," held sacred to the use of royalty in the past. He was formally announced as emperor and was termed "His Imperial Majesty" by all, although the formal ceremony of coronation has not been performed.

SUN YAT SEN TO LEAD REVOLUTIONISTS.

SAN FRANCISCO, Cal., Jan. 2.—One of the statements in circulation in Chinatown which is exciting the liveliest interest is to the effect that Dr. Sun Yat Sen, the leading spirit of the revolutionary party and the first president of China under the republic, is now on his way to join the revolutionists in the field in Yunnan.

This announcement is made by Sun Fo, the son of the revolutionary chief, who is here as a senior at Berkeley. Sun Fo states that he has received a cabled message from his father, announcing that the latter has been able to escape the surveillance of the Tokio secret police and is now on his way to China.

Sham Cheung Huen, one of the leading military experts of China, has been named as the provisional head of the revolution, to which now a majority of the provinces have swung, the revolution being already most widespread and popular.

MEXICANS OPEN RACE TRACK AT TIA JUANA

[Associated Press by Federal Wireles] TIA JUANA, Mex., Jan. 2.—The opening of the race track here yesterday was attended by some 8000 persons, the majority being Americans. The day was rainy and the track slow, no good time being made in any of the events run off.

CHICAGO'S FIRE LOSS FOR YEAR FIVE MILLIONS

CHICAGO, Ill., Jan. 2.—The losses due to fire in this city during the past year show a total in values of \$5,153,784. The various branches of the city's fire department responded during the year to 13,631 alarms.

The Pennsylvania railroad ordered 1,150 freight cars from the American Car & Foundry Co. and 1,000 from the Haskell & Barker Co.

Masonic Temple Weekly Calendar

MONDAY—Hawaiian Lodge No. 21; Stated; 7:30 p. m.

TUESDAY—Honolulu Lodge No. 409; Special, Second Degree; 7:30 p. m.

WEDNESDAY—Hawaiian Lodge No. 21; Special, First Degree; 7:30 p. m.

THURSDAY—

FRIDAY—

SATURDAY—

SCHOFIELD LODGE WEDNESDAY—

SATURDAY—

HERMANN'S SOHNE.

Versammlungen in K. of P. hall. Montags, Januar 3 und 17; Februar 7 und 21; Maerz 6 und 20.

W. WOLTERS, Praesident, C. BOLTE, Sekretar.

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX.

Will meet at their home, corner of Beretania and Fort streets, every Thursday evening at 7:30 o'clock. CHARLES HUSTACE, JR., Leader. FRANK MURRAY, Secretary.

HONOLULU LODGE, 615, B. P. O. E. meets in their hall on King St., near Fort, every Friday evening. Visiting brothers are cordially invited to attend. C. J. MCCARTHY, E. R. H. DUNSHIRE, Sec.

Home Course in Advertising

To be Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo M.C.A. High School

IN 90 CHAPTERS CHAPTER XLII.



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAPTER XLII.

WHAT DISTRIBUTIVE METHOD TO CHOOSE.

As a producer, or a wholesaler who seeks to sell more than locally, you must first decide whether your goods are advertisement. How to advertise them will depend entirely on the sales system that you wish to use. And that system will be called your method of distribution.

First, you have your product, whether it be made in your factory or whether you buy it from some one else. You decide you want this product to be a big thing. You don't want to limit its sale to your city, or to your section, or even to your state. You want to reach the entire nation—at least, as far as transportation limitations will allow.

In other words, you decide that you will use advertising to make the greatest possible distribution of your goods. And if you decide on that, you have to decide on what system to use. For instance, suppose you make wire fence. You will have competitors in the national field who do not manufacture their own wire fence. They buy it from another factory. Now, both you and these other concerns do a business of three million dollars a year. Yet you have an entirely different system of distribution.

You may dispose of your wire through a sales force. Suppose you have about fifty men—one man to a state. These men go through the country and call on the dealers. John Jones, who runs the feed mill at Angola, for instance, will be called on by your representative, who will try to get Mr. Jones to put in a lot of your wire fence and pay for it on arrival. Eventually, John Jones, in turn, sells your wire fence to the

farmers in his surrounding territory and pockets profit on each sale that he makes.

Your competitor may work by an entirely different method. He may not have a single salesman. Probably his only employees are the people in his office. But he uses thousands of dollars' worth of advertising each year, instead of having a sales force. He announces his wares in about 150 different farm journals or agricultural publications. These ads are simply designed to bring in inquiries. The ads say that "this is good wire and that it is only 13c a rod." The farmer is supposed to write in and say: "I would like more information. Send me your catalogue."

Without any salesmen, this other man (simply by mail) might dispose of as many dollars' worth of wire fence each year as you could—even if they did not make an inch of that wire themselves, whereas you were a big manufacturer.

There are many such cases in which two concerns in the same business operate under entirely different sales methods. This shows you the problem that you would have to face when about to start an advertising campaign. For your first big problem is: "What method of distribution shall I adopt?"

In the two cases cited above you have the same product and the same market. You each have wire fence to sell—and you each have the farmer to whom to sell your fence. The question is—how can you make the greatest profit?—by selling through salesmen, through dealers, or by selling in the direct way, using the mail to persuade people who have asked for further information.

There are also many other possible ways to get distribution. And as to which one to adopt, you must decide. Your decision will, of course, decide as to how you shall advertise—and whether you want to advertise.

Many economists favor the direct method of distribution from the wholesaler (whether he be the manufacturer or the jobber) right straight to the consumer—the person that will ultimately use the material—whether it be fence or what-not. This method gains more favor all the while. Its advocates claim they thus eliminate all the middlemen. But, in actual figures, it involves a fairly high cost per sale. This is because so much correspondence is necessary, and because the usual cost of getting an inquiry as a result of an advertisement in a magazine, is around \$1 for each request thus created.

(So, even in the matter of fence, it is possible that the big manufacturer who sells through the local dealer with the help of local advertising may actually undersell his direct-dealing competitor when all is said and done.